

## ABSTRACT

The invention deals with the field of labelling machines with tubular labels made of heat-shrinking film that are directly formed on the machine starting from coiled film. More precisely, the invention refers to a device (1) or (10) for positioning a tubular label (8) at a  
5 pre-established height from a bottle bottom and to means (21) for keeping the label position during the label transfer to an outlet conveyor where a first partial heat-shrinkage occurs. The positioning device is supported by the drum, on which the label is formed, and must allow sliding the bottle inside the formed label.